

PUBLIC RELATIONS

REVISED 08/2019

Completed	Course	Title	Prerequisites	Notes
[21 units] Communications Core Requirements				
Required Core Courses: Take all three of these courses				
<input type="checkbox"/>	COMM 233	Mass Communication in Modern Society (GE D.1)	none	"C" required
<input type="checkbox"/>	COMM 317	Digital Foundations	GE C.1 or C.2	
<input type="checkbox"/>	COMM 407	Communications Law	COMM 233; jr.	
Core Elective: Select one of the following courses				
<input type="checkbox"/>	COMM 300	Visual Communication (GE C [UD])	GE C.1 or C.2	"C" required
	COMM 310	Mass Media Ethics	jr.	
	COMM 315	Mass Media and Ethnic Groups	COMM 233	
	COMM 333	Mass Media Effects (GE D.4 [UD])	GE D.1	
	COMM 370	Principles and History of American Mass Communication (GE D.4 [UD]) (formerly 425)	GE D.1 (all mjrs) and pre- or co-req.: COMM 233 or 317 (COMM mjrs)	
	COMM 422	Communications Technologies	COMM 233	
	COMM 426	Global Media Systems	COMM 233; jr.	
	COMM 480	Persuasive Communications	COMM 233; jr.	
Principles Course: Take the following course				
<input type="checkbox"/>	COMM 361	Principles of Public Relations	GE D.1 (all mjrs) and pre- or co-req.: COMM 233 or 317 (COMM mjrs)	"C" required
Capstone Course: Select one of the following courses				
<input type="checkbox"/>	COMM 464 OR COMM 474	COMM 464: Capstone - Public Relations Management COMM 474: Capstone - ADV/PR/ETC Student Agency (PRactical Advantage student-run agency [Irvine Center]: http://www.practicaladvantagecomm.org/)	COMM 464: COMM 361, 362; jr. COMM 474: COMM 346 or 350 or 361 and 351 or 362; repeatable once for non-major elective credit	"C-" required "C-" required
Internship Course: Take the following course				
<input type="checkbox"/>	COMM 495T	Mass Media Internship (http://communications.fullerton.edu/internship) (Mandatory Internship Orientation required prior to enrollment; RSVP via website)	COMM 361, 362; jr.; 2.25 GPAs: CSUF, major, CUM "CR/NC" grading repeatable once for non-major elec. credit (6 unit limit: total intern. units)	
[18 units] Public Relations Concentration Requirements				
Required Concentration Courses: Take all three of these courses				
<input type="checkbox"/>	COMM 101	Writing for the Mass Media	ENGL 101	"C" required
<input type="checkbox"/>	COMM 362	Public Relations Writing [UDW]	COMM 101 and 361	"C" required
<input type="checkbox"/>	COMM 410	Principles of Communication Research	COMM 233; jr.	
Writing Elective: Select one of the following courses				
<input type="checkbox"/>	COMM 301	Writing for Broadcasting and Film [UDW]	ENGL 101	
	COMM 334	Feature Article Writing [UDW]	COMM 101	
	COMM 462	Public Relations Writing II [UDW]	COMM 362	
	COMM 471	Capstone - Daily Titan News [UDW] (http://dailytitan.com/)	COMM 325 (or 319 or 321 or 380)	
Public Relations Electives: Select two of the following courses, with at least one chosen from Section A				
Section A elective: Take at least one course from this section; you may take two Section A courses in lieu of Section B				
<input type="checkbox"/>	COMM 465	Entertainment Public Relations	COMM 346 or 361	
	COMM 466T	Current Topics in Public Relations	COMM 346 or 350 or 361	repeatable once w/diff. topic for non-mjr credit
	COMM 468	Corporate and Nonprofit Public Relations	COMM 101 and 361	
	COMM 469	Crisis Communications	COMM 346 or 361	
	COMM 470	International Public Relations	COMM 361	
	COMM 497T	Event Planning and Management fall sections: Newport Beach Film Festival; spring sections: 1) Comm Week and 2) Newport Beach Film Festival	COMM 346 or 350 or 361 or BUAD 301	repeatable once for non-major elective credit
	Section B elective: Take no more than one course from this section; if you take two Section A courses, Section B is not required			
<input type="checkbox"/>	COMM 331	News Literacy	COMM 233	
	COMM 346	Principles of Entertainment and Tourism Communications	GE D.1 (all mjrs) and pre- or co-req.: COMM 233 or 317 (COMM mjrs)	
	COMM 350	Principles of Advertising	GE D.1 (all mjrs) and pre- or co-req.: COMM 233 or 317 (COMM mjrs)	
	COMM 380	Interactive Media Design	COMM 317	
	COMM 434	Magazine Editing and Production (TUSK Magazine: http://tuskmagazine.org/)	COMM 201 and consent	spring only
	COMM 437	Advanced Magazine Writing	COMM 334	fall only
	COMM 446	Entertainment and Society	COMM 346 or 350 or 361 or MGMT 365	
	[= 39 units] 13 Total Communications Courses			
[+ 72 units] Courses outside of Communications (72 units must be completed outside the areas of the 'COMM' department, including non-major GE, collaterals, minor/second major, and/or free electives.)				
[+ 9 units] Additional COMM Courses to Earn 120 Minimum Units (Up to 9 units of additional COMM department coursework [beyond the 39 COMM units required for the major] may be taken as free electives to count toward the 120 minimum units required. Students are strongly encouraged to consider additional COMM coursework to further their development as media professionals and to enhance their digital media skills. [These units may be chosen from any department, however.]				
[= 120 units] Minimum Units Required for the B.A. Degree (Review your TDA and visit the College of Communications Student Success Center [CP-210; http://communications.fullerton.edu/advising/] to confirm overall unit requirements for graduation and TDA accuracy.)				

[12 units] COLLATERAL REQUIREMENT

To enhance learning, all communications majors must complete at least 12 units of supplementary, upper-division courses.

You may complete this 'collateral requirement' in ONE of the following ways:

- 1) **Collateral Courses:** Select four courses (12 units) from the below list of approved collateral courses; select ANY four courses from ANY category
- 2) **Minor or Double Major:** Completion of a minor or double major in any OTHER department
- 3) **Certificate:** Completion of one of the following certificates: 1) Digital Communications Media; 2) Photocommunications; 3) Radio-Audio; 4) Spanish for Hispanic Media

Collateral Course List: Select any four courses

'GE' column: denotes courses that double-count with GE reqs. (subject to change; double-check current GE statuses: http://www.fullerton.edu/undergraduate/general_education/index.php)

Fall 2018–Spring 2019 catalog years: GE C [UD] meets upper-division GE C.4; for Fall 2019–later catalog years: GE C [UD] meets upper-division GE C.3

Prerequisites: these are indicated in parentheses () next to the course title (subject to change; double-check Titan Online for currently enforced prerequisites)

Collateral Courses Approved for the Public Relations Concentration

Course	Title	GE	Course	Title	GE
AMST 409	Consumer Culture (prereq.: GE D.2 or D.3)		MKTG 351	Principles of Marketing (jr. stndng for non-business mjrs)	
AMST 451	Fashion and American Culture (prereq.: GE D.2 or D.3)		MKTG 353	Marketing Information Technology (MKTG 351 for non-business mjrs)	
CTVA 360	Programming (prereq.: GE D.3)		MKTG 370	Consumer Behavior (MKTG 351 pre- or co-req. for non-business mjrs)	
CTVA 365	Children's Television (prereq.: GE D.1)	GE D.4 (UD)	MKTG 379	Marketing Research Methods (MKTG 351 for non-business mjrs)	
ECON 410	Industrial Organization (BUAD 301, ECON 310)		MKTG 430	Sports Marketing (MKTG 351; jr. stndng for non-business mjrs)	
ENGL 360	Technical Writing		MKTG 445	Global Marketing (MKTG 351; jr. stndng for non-business mjrs)	
FIN 320	Financial Management I (COMM mjr)		MKTG 462	Marketing for Entrepreneurs (MKTG 351; jr. stndng for non-business mjrs)	
FIN 340	Introduction to Investments		MKTG 485	Multicultural Marketing (MKTG 351; sr. stndng)	
GEOG 370	Cities and Suburbs		POSC 309	Introduction to Metropolitan Politics	GE D.4 (UD)
HCOM 326	Organizational Communication Dynamics		POSC 315	Politics and Policymaking in America	GE D.4 (UD)
HCOM 332	Processes of Social Influence		POSC 375	Law, Politics and Society	GE D.4 (UD)
HCOM 420	Communication Theory (HCOM 304)		POSC 405	Campaigns and Elections	
MGMT 339	Managing Operations (COMM mjr or business mjr/minor)		PSYC 391	Industrial/Organizational Psychology	
MGMT 340	Organizational Behavior (COMM mjr or business mjr/minor)		SOCI 341	Social Interction (prereq.: GE D.1)	GE E
MGMT 343	Human Resource Management (BUAD 301, MGMT 340)		SOCI 348	Collective Behavior (SOCI 101)	
MGMT 365	Entertainment Business		SOCI 410	Theories of Social Behavior (jr.)	
MGMT 432	Staffing (MGMT 343 w/D or better)				

Additional Collateral Courses Approved for ALL Concentrations (Including Public Relations)

AFAM 335	History of Racism	GE D.4/7* (UD)	HCOM 321	Latina/o Intercultural Communication (HCOM 100 or 102)	
AMST 300	Introduction to American Popular Culture	GE D.4 (UD)	HCOM 324	Communicating in Teams and Groups	
AMST 301	American Character	GE D.4/7* (UD)	HCOM 325	Interviewing: Principles and Practices	
AMST 324	American Immigrant Cultures (prereq.: GE D.1)	GE C (UD)	HCOM 332	Processes of Social Influence	
AMST 345	The American Dream	GE C (UD)	HCOM 333	Communication in Business and the Professions	
AMST 395	California Cultures (prereq.: GE D.1)	GE D.4/7* (UD)	HCOM 334	Persuasive Speaking (HCOM 101 or 102 or equiv. or consent)	
AMST 407	American Humor (prereq.: GE D.2 or D.3)		HCOM/LING 360	Nonverbal Communication (HCOM 100 or LING 106)	
ASAM/PSYC 346	Asian American Psychology	GE D.4/7* (UD)	KNES/PUBH 342	Stress Management (prereq.: non-frosh and GE A.1 or A.2)	GE E
ASAM 360	Multiple Heritage Asian American and Pacific Islanders	GE D.4/7* (UD)	PHIL 312	Business and Professional Ethics	GE C (UD)
CHIC 303	Chicano/Mexican Cultures (prereq.: GE D.1)	GE D.4/7* (UD)	POSC 300	Contemporary Issues in California Government and Politics	GE D.4 (UD)
CPSC 313	The Computer Impact (jr.)	GE B.5 (UD)	POSC 448	Media and Politics	
CTVA 300	Language of Film		POSC/WGST 485	Women, Gender and Politics	GE D.4 (UD)
CTVA 301	Critical Studies: Cinema		PSYC 351	Social Psychology	GE D.4 (UD)
CTVA 302	Critical Studies: Television		PUBH 325	Consumer Health (prereq.: non-frosh and GE A.1 or A.2)	
CTVA 350	Story Structure (ENGL 101)		RLST 400	Religion, the Media and Contemporary Culture	
CTVA 362	Media Literacy (prereq.: GE C.1 or C.2)	GE E	SOCI 345	Sociology of Communication (prereq.: GE D.1)	
CTVA 480	Management in CTVA (prereq.: GE D.3)		SPAN 303	Writing for Hispanic Media (SPAN 301 and consent)	
ENGL 301	Advanced College Writing (ENGL 101)		SPAN 405	Spanish Editorial Convergence Model (SPAN 301 and consent)	
ENGL 303	The Structure of Modern English (jr.)		SPAN 465	Sociolinguistics of Hispanic Media (SPAN 301 and consent)	
FIN 310	Personal Financial Management (prereq.: GE B.4) If taken F'18 or later: GE B.5 (UD)		WGST 330	Women in Leadership (prereq.: GE C.2 or D.1)	GE E/7*
HCOM 313	Interpersonal Communication Theory		WGST 420	Queer Theory (prereq.: GE C.2 or D.1)	
HCOM 320	Intercultural Communication	GE D.4/7* (UD)			

IMPORTANT ADVISING NOTES

- **[UDW]:** at least one UDW course must be passed with a "C" or higher to satisfy the university's upper-division baccalaureate writing requirement.
- **COMM major and collateral courses that are approved GE courses may "double-count" to fulfill both requirements** (you will not earn double the units, however).
- **Student may need to be a declared COMM major to enroll in select COMM courses:** check the "Enrollment Requirements" description in the course details on Titan Online.
- **"C" REQUIREMENT:** Students must earn an overall GPA of 2.0 or better in the major, as well as a "C" or better in 1) major courses that are prerequisites for other major courses taken, 2) one [UDW] course, and 3) courses noted as "C" required" on the checklist; a "C minus [C-]" will not fulfill a "C" required" designated course.
- **Academic Advisement:** Faculty Advisement: office hour flyers available in the communications department (CP-400); College of Communications Student Success Center (CP-210): academic advisement for GE, major, overall degree requirements; TDA reviews, university policies, academic probation holds, grad check approvals. For hours of operation, visit <http://communications.fullerton.edu/advising/>.